

# **HK BAGS WORLD PRESENTS YOU-:**

## **Women's Handbag Innovation:-Design, Comfort, and Safety Features**

### **Introduction**

Handbag are one of the most complementary clothing accessories and one of the most popular accessories for women (Daniels, 2010; Lieya, 2015). Park (2014) and Kim and Lee (2005) state that the most valuable consumer items are purses and handbags. This is because these items are not changed daily, compared to changing clothes. In addition, an American woman is said to have at least three bags per year (Wang & Griskevicius, 2014), while Sohl and Saini (2014) state that working women need at least one purse.

In addition, handbags are needed by women to house various accessories such as hairbrushes, make-up, mobile phones, car keys, and house keys (Sohl & Saini, 2014; Amirul, 2014; Daniels, 2010). Handbags are also among the obligatory accessories of women's style that symbolize the image and personality of the person who wears them (Daniels, 2010). Handbags also have different designs, sizes, brands, and materials (Ho, Huang, Huang, & Kao, 2012). The trend of wearing branded handbags has also influenced women to spend money to own the best handbags (Park, 2014). Therefore, it is not a surprise that most women have more than one collection of different handbags.

### **Design Features**

Handbags are made with different shapes, designs, colours, and functions. No matter whether You are young or old, everyone will feel that their appearances will not be complete without a Handbag. Perhaps because of this, there are different types of handbags with their own Functionality and fit for a wide variety of events. Various types of bags are available in today's Market such as Hobo, Clutch, Satchel, Tote, Wristle and more (Ariesma, 2015; Colley, Pakanen, Koskinen, Mikkonen & Häkkinä, 2016). There is various shape of handbags including Round shape, rectangular shape, rectangular shape amongst many others (Harlina, 2011).

In Addition, handbags use a variety of materials including buttons, zips, velcro, and iron for bag Hangers that are decorated with a variety of decorations. According to Dwi Ariyani (2013) Various decorations are used for handbags such as embroidery and beads, rivets or metal nails, Smocking, quilting, and patchworks (Dwi Ariyani, 2013). The

decor can be some creative and Innovative inspiration that can be with clothes, handbags, shoes and scarves (Hashim, 2009).

## **Types of Fabrics and Colours**

Handbags are made from different types of fabrics and one of the most popular fabrics used in The manufacture for handbags is leather. According to Kosmo (2015), leather material comes From the Northernmost city of Kano, while goat skins are from Northwestern city of Sokoto While snake skins are obtained from snake farms in the region. Leather handbags are more Attractive compare to other materials. In addition, canvas-type fabrics are also commonly used As they are waterproof, sturdy, cheaper than leather-type fabrics, and can be used with casual Wear or corporate wear.

... This canvas fabric is a strong and durable fabric which is suitable for A handbag. Canvas fabric is thick and very strong (Fitinline, 2013).Nylon fabric is also known for its strength, elasticity, non-perishability, and its resistance to oil And fat. Nylon repels abrasion and does not shrink or stretch during washing. Nylon fabric has A low absorption rate. Therefore, this fabric is often used for swimwear, sports, and bridal wear. Nylon is very easy to absorb over time if washed together with other coloured textiles.

## **Types of Handbags**

Handbags are made up of many different shapes, designs, colours, and functions. No matter Whether you are young or old, everyone will feel that their appearances will be incomplete Without a handbag. Perhaps because of this, there are different types of handbags with their Own functionality to fulfil each customer's needs.

Handbags come with a variety of functionsAnd are decorated to suit all events (Pakanen, Lappalainen, Colley & Häkkinen, 2016). Innumerable types of bags are available in today's market such as Hobo, Clutch, Satchel, Tote, Wristle and more (Ariesma, 2015).A satchel is a small handbag with a long strap and is generally worn around the shoulder. This Type of handbag is ideal for teenagers as it is suitable for casual events (Fine, 2015).

Satchel Bags are handbags that have a box shape and surface covered with cloth or leather, and are Usually rigid (Leibowitz, 2000). Usually, a woman who wears this

satchel type of handbag is a Woman of gentle temperament and good manners. However, this type of woman is very firm And diligent in all the work she does (Noraini, 2012). A clutch-type handbags is a type of handbag that can be worn in a variety of fashion styles, but They are generally suitable for formal occasions. For formal occasions, this handbag is held in The hand. This type of handbag does not have a handle (Lieya, 2015). Large handbags, Otherwise known as hobo type, are also worn by women



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## Comfort and Safety Features

Safety can be considered as a habit or a positive attitude. It will not be born on its own unless The human being who forms it considered it a priority (Nur Fazreen, 2013). Safety is always a Concern when holding and traveling, and using a secure bags always should be a priority, Including injury and risk, knowledge or skills in avoiding accidents or illnesses and quality or Risk-free situations (Bahari, 2006). Safety is a lack of danger, a lack of space that helps create A sense of danger, a level of protection and a situation that does not involve risks (Holt, 2005). The previous research has shown that safety is an important aspect of our daily life. The Researchers conclude that the production of innovative products produced in this study should Have safety features.

## Automatic Clip Buckles

Automatic clip buckles are usually found on school bags, pouch bags, or travel bags. The Function of which is to tie or pack a bag strap (Hamilton, 2003). While studies by Chin-Min, Yue-Chi, Wang, and Ying-Li (2015) stated that simple handbag design does not require Adjustments and will look more luxurious. In this study, researchers have proposed to use this Automatic clip buckles as a safety element in the researcher's handbag innovation product. The Design of this specially designed handbag has a wire cable in it that is designed to prevent bag Theft.

If a thief cuts the bag strap, the bag strap will be difficult to break due to the wire cable Inside the bag strap (Gammon & Thorpe, 2006).Cut-Proof Chain Link Body Construction The use of Cut-Proof Chain Link Body Construction on the lining or body parts of the handbag Will prevent the theft of the items inside the bag, if the bag is attacked with a knife, only the Outer layer of the fabric will be torn. The knife cannot tear the lining of the existing iron net on The back of the bag.

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# **TOP 10 BEST HANDBAGS EVERY WOMEN SHOULD HAVE-:**



**\*Leather Handbags**

**\*Casual Tote Bag**

**\*Cross Body Bag**

**\*Women Handbag**

**\*leather office bag**

**\*Clutches**

**\*Laptop bags**

**\*Sling bag**

**\*Mini Wallet**

**\*Purses**